

Ballyhoo



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COMPETITION

We are living today in an era which has reached the ultimate in specialized competition ... We are able to enjoy the wide variety of foods we eat, clothes we wear, cars we drive and homes we live in as a direct result of man's insatiable desire to do things just a little bit better than his fellow man ... We are taught the basic fundamentals of competition at a very tender age ... Junior must crawl a little farther than his counterpart across the street, he must learn to walk at an earlier age, come out with cuter expressions, be a better athlete, a smarter student ... and he carries this principle with him into the business world, where he is suddenly shocked out of his complacency by the realization that he is completely surrounded by others just as well equipped, as able and willing, indeed anxious, to make their marks and earn the best living they know how. He now has to compete in the open market for that almighty buck, symbol of today's civilization, which enables him to buy his food, clothes, car and home.

There are two ways of meeting competition ... One is to do a better job than your competitor, offer a wider diversity of products and services, in a friendlier atmosphere and with the accent on your customers' complete comfort. The other, one oftentimes resorted to by some business tycoons in quest of more and more power, is to simply swallow your opposition ... buy them out ... erase their identity.

In our business we face more forms of competition than in most ... What to do? ... We can't, even had we the inclination, buy out every bowling alley, hockey arena, baseball field, stock-car track, itinerant circus, radio and T.V. network, to mention but a few ... What then?

Do we toss in the sponge and start looking around for something else, something easier ... or, do we take up another hitch in our belts and put our brains and brawn to work, to attract our customers with all the comforts and more than they are offered by our direct opposition? That takes work, hard work. We have to keep our theatres spotless, attractive, comfortable ... warm in the winter and cool in the summer, sanitary washroom facilities, good but by no means servile service ... and let's not forget our merchandise ... Let us make a production out of each individual screen presentation ... Then, we'll keep 'em happy, and may keep 'em coming.

BUT ... that takes selling, and selling and selling ... and YOU are our ace salesman ... You don't have to build a better mousetrap, but you do have to run a better theatre ... and tell your customers about it. There will always be competition, but you can beat it IF you outBALLYHOO your competitor.

Think about it, eh?

D.E.K.

MORE SAFETY RULES

In the last issue of BALLYHOO we covered your sidewalks, outside exits and exit areas ... Today we'll devote this page to a few pertinent facts concerning safety precautions in connection with your MARQUEE and LOBBY. Please read them ... and then, make sure that you pass the information along to EVERY MEMBER OF YOUR STAFF.

YOUR MARQUEE

1. When changing removable letters in the marquee, secure a safe grip on each letter, and remove or replace letters ONE AT A TIME.
2. When a ladder is in use, make sure it is fully open, and have someone stand at its foot to warn passing pedestrians and hold ladder for protection.
3. Do not over-reach from ladder when moving letters. Move ladder instead.
4. Only one person should be on ladder at one time.
5. If a scaffold is used, see that the horizontal plank is at least $6\frac{1}{2}$ feet above the sidewalk.
6. Ice, snow and icicles on roof or top of marquee should be removed at once, as excessive weight may cause collapse.
7. Make certain the marquee advertising signs are securely fastened in place.

YOUR LOBBY

1. See that electric fans and heaters in box offices are properly guarded with wire mesh.
2. See that rubber runners and inlaid rubber mats used in the lobby do not curl at the edges and present tripping hazards.
3. Make sure that sand urns for discarded cigarettes are placed in positions where they will not constitute a hazard.
4. Door checks and springs should be kept in proper adjustment.
5. See that substantial barriers are in place when necessary to keep patrons standing in unrestricted areas of the lobby or mezzanine from blocking exits.
6. See that lobby doors are unlocked and unobstructed at all times when the theatre is open to the public.
7. Keep lobby floors dry and clean ... When anything is dropped, pick it up immediately.

Very simple rules, what? ... and yet it is amazing how often they are disregarded ... Set the example, your staff will follow.

Ballyhoo BONANZA

I've just completed a comparison of our entries to date with the same period last year when JACKPOT JAMBOREE was in full swing ... and, you know what? I'm not too happy about it ... Sure you send in entries - most of you that is - but they seem to lack the life and sparkle we've become accustomed to. I'm thankful that we have showmen like Jim McDonough, Art Cauley, Bob Harvey, Paul Turnbull, Len Gouin and a couple of others to keep the old pot in a simmer ... They do things right, and their stuff is good, really good ... but I expect the same deal from every one of my managers ... not just a handful.

Perhaps I made a mistake in giving you a six month breathing spell between drives ... or perhaps you feel, as one manager obviously does, that your business is so good that you don't have to worry about BALLYHOO ... Well, I've got news for you ... The success of this contest depends on the participation of EVERY MANAGER in this group, and for my dough, it's going to be a success - but good.

I expect ... and insist, on an entry for EVERY MANAGER ... EVERY WEEK during the term of this contest ... and that means you Ted, and Herb. There are no prizes for goose-egg totals ...

Come on gang ... let us have a revival of that old spirit which made this district the most talked about in the entire industry ... I know you can do it ... IF YOU TRY ... so, hitch up those britches, and START TRYING.

X.X.X.X.X.

I'm going to hold this issue up a couple of days to give the late-comers a chance to get their stuff in, so that I can publish our first score-board, covering the four weeks in January. Check your standing, and see how you stack up alongside our winning showmen.

X.X.X.X.X

LET'S BE FAIR

I know that it's not easy to plan an all-out campaign on a hold-over ... especially if it runs into four or five weeks ... and I certainly am not going to penalize a manager because he does such a good selling job that his attraction continues on and on ...

So ... for purposes of scoring, when an attraction runs longer than two weeks, and the manager sends evidence that he is doing the best he can in the way of special selling, he will be credited with a minimum of his second week's points for every week from the third one on. Fair enough?

X.X.X.X.X

ABOUT THOSE STAPLES

I appreciate that you're trying to save money, and that staples are pretty cheap ... but please fellows, DON'T staple newspaper tear sheets ... I spend half my time un-stapling them, with much damage to my nails and temper ... Use paper clips ... believe me you can do it just as quickly, and economically.

And speaking of tear sheets ... I only require THREE when you have something a little better than a scene mat to show me. For scenes ... ONE tear sheet will do.

X.X.X.X.X

VISUAL EVIDENCE - PHOTOS

I know that photos cost money, even if you take them yourself ... I require two copies of all photos, no more ... so, please Paul, don't send me extra sets just as a precaution ... I don't need them and can't use them. TWO PHOTOS ... that's all.

X.X.X.X.X

Dear Herb,

I have enough to do without having to revise all my scores and standings just because you feel like sending along three weeks' entries at once ... I want them sent separately, one each week ... how about it?

And, for your information, monthly calendars published by Kawartha or anybody else do not represent promotional activity on your part ... therefore NO POINTS. How cute can we get?

D.E.K.

X.X.X.X.X

I expect to be away from my office for a couple of weeks ... Whoa there ... why the sigh of relief? ... BALLYHOO BONANZA will go on just as usual ... and this is your chance to show me that you are not doing this just because someone is sitting on top of you all the time.

Your entries will be classified and filed until my return, when they will be scored and entered. Janet will handle the detail during my absence ... SO ... keep BALLYHOOIN' and keep sending in your weekly entries as usual. Thanks.

BALLYHOO BONANZA

SCORE-BOARD JANUARY 1954

	<u>Jan. 9</u>	<u>Jan. 16</u>	<u>Jan. 23</u>	<u>Jan. 30</u>	<u>Bonus</u>	<u>TOTAL</u>
<u>GROUP "A"</u>						
Jim McDonough	9300	1500	1500	1500	1000	14,800
Art Cauley	3300	2900	1400	5700	1000	14,300
Bob Harvey	1200	800	300	7200	1000	9,500
Mel Jolley	2000	2500	1300	1000	1000	7,800
Vern Hudson	1900	600	1800	600	1000	5,900
Jeff Jeffrey	800	1300	800	1300	1000	5,200
Herb Chappel	1100	1500	900	----	----	3,500
Ted Doney	800	300	----	1900	----	3,000
<u>GROUP "B"</u>						
Paul Turnbull	7100	600	1000	1700	1000	11,400
Jack Bridges	1000	300	1600	3900	1500	8,300
Bob Nelson	2100	2400	300	2400	1000	8,200
Len Gouin	1800	1500	1400	1700	1500	7,900
Al Hartshorn	1800	1100	2300	1100	1000	7,300
Olga Sharabura	600	600	1700	1300	1000	5,200
Jack Knight	300	600	600	1100	1000	3,600
Norm Gray	1300	1000	900	----	----	3,200
Ed Landsborough	300	300	300	300	1000	2,200
Jack Ward.	800	----	300	600	----	1,700

There it is boys ... and figures don't lie. Guess it's not too hard to tell who the hustlers are ... Four of you guys missed out on the 1000 bonus points for consistency, and that's four too many ... Let's try to make it a 100% deal next month ... What say?

X.X.X.X.X

OUR JANUARY WINNERS

GROUP "A"

Jim McDonough

Art Cauley

1ST PRIZE

2ND PRIZE

GROUP "B"

Paul Turnbull

Jack Bridges)
Bob Nelson)

X.X.X.X.X

Congratulations, winners ... you worked for it, as the scores indicate, and you won. In Group "B" Jack and Bob were so close that I have decided to call it a draw and award duplicate prizes ... Your loot is on its way to you now ... Congratulations again ... and

KEEP BALLYHOOIN'

DRUMBEATS ALONG THE BONANZA TRAIL

I'm glad to see that a couple of our lads knocked off a few bonus points for having pictures of stunts published in the trade press ... Len Gouin got himself quite a spread on a couple of his deals in BOXOFFICE, and Jack Bridges wound up with a picture and good story in the same magazine. That's 500 points extra for each ... Bob Harvey landed a good story on his activities in connection with GILBERT & SULLIVAN ...

Nice going chappies ... BUT ... how about the rest of you go-gettin' showmen? Too tired to send samples of your work to New York? I can't do it for you ... and it's 500 points for every published picture ... Those extra points may come in mighty handy in determining the winners ... May just serve to nose out your competitor ... So ... go after 'em, gang ... and it's also good P.R. for yourself.

Let's get a little action into our "Drumbeat" section fellows ... If you don't beat your own drums, believe me, no one else will ... and don't try to get by with one free plug over your local air-waves, or a scene cut, each and every week. It just won't do ... I'm looking for some real selling effort, not next month, or when you get a "natural" ... but NOW, and that means NOW ... TODAY.

Incidentally ... in order to get January cleaned up, and our winners posted, I'm going to toss into this section all your activities for the past two weeks ... This should bring us right up to date, and give you a fresh start in February ...

X.X.X.X.X

And now ... let's BALLYHOO...

BRANADA - HAMILTON

One of Paul's features, TOPEKA, gave our boy a chance at a really cute street bally ... A cowboy in full Western garb, led a small dog, similarly attired, with gun belt and two loaded holsters, up and down Hamilton's main drags ... The pooch was a specially trained circus dog ... walked on his hind legs, turned somersaults, and certainly was the center of attraction wherever he appeared. Both dog and master carried signs on their backs ... the dog's read ... "A Dog's Life isn't so bad ... I'm on my way to see TOPEKA etc"...cute, huh?

For NO TIME FOR FLOWERS, what more natural than to tie in your local florists? Paul did just that, and wound up with four florists who tied in the title of his attraction with their Telegraph Delivery Service ... Four excellent windows devoted to art and copy for theatre and feature.

For REDHEADS FROM SEATTLE, Paul talked the largest beauty salon in Hamilton into providing him with several thousand imprinted envelopes ... theatre copy on one side, and merchant copy on the other ... One of his comely usherettes distributed these envelopes at the city's main intersections ... On the theatre side was copy as follows: "Look inside for the Sharpest redheads in Town" ... And theatre and pic copy.

GRANADA - HAMILTON (continued)

Inside the envelope, a redheaded thumb tack inserted into a small square of beaver board. Simple ... inexpensive, and certainly effective. Try it sometime.

Paul sent a wire to his friend John Robinson on the local Spectator ... "Want to introduce you to the sharpest red-head in town - advise when convenient" ... The wire was followed by a personally delivered envelope with red tack ... Net result, a very humorous story in Robinson's VIEWS & REVIEWS column, one of the most widely read in the paper. Nice going Paul ... That's what I mean ...

To round out his campaign, Paul tied in with two local music stores ... Moodie's Record Bar, and Anne Foster's Music shop. Excellent windows in both stores. Paul certainly keeps trying, and usually winds up with at least one stunt that's just a bit off the conventional beat ... Maybe that's why he winds up a winner this month ...

X.X.X.X.X

CAPITOL - WELLAND

Inadvertently, Jack was left out of last week's DRUMBEATERS section ... My apologies Jackson ... we'll pool all your stuff this trip ...

For LITTLE BOY LOST, Jack got himself a few very good free plugs over C H V C ... with words and music, not forgetting playdates and theatre. Same deal on his date on GIRL NEXT DOOR.

As advance for THE ROBE, a good display was planted in the public library, a good two-column story and scene on off-theatre pages in the Tribune ... C H V C has been plugging it all week ... announcements have been made from the pulpits of two local churches, and others promised ... and Jack contacted personally, the sisters of Notre Dame, who promised him their fullest co-operation.

With this advance, let's see what you come up with when you actually play the picture, Jack. Hope you were able to plant pictures of your screen, CinemaScope stories, etc.

X.X.X.X.X

CAPITOL - SUDBURY

Jeff tied in with Sudbury Motors who came through with a 450 line ad in the Star, most of it dominated by a life-like cut of Miss Monroe ... naturally plugging MILLIONAIRE ... Copy went like so ... "No need to be a MILLIONAIRE to enjoy a million dollar ride etc." Very nice, Jeff. Seven foot cut-outs of the three gals in the picture decorated Jeff's front. Believe it or not, some one tried to steal one of them ... so Jeff tells us ... but he thought better of trying to repeat the kidnap stunt he used on BLONDES ... The old story of crying "wolf" too often ... huh?

REGENT - OSHAWA

Some good stuff came in from Al ... the guy's really cookin' ... wonder what'll happen when he's on full time again?

Al has tossed a little business to his radio station on occasion, and did they ever go all out to help him sell THE ROBE ... Al's assistant, Maudie Brayford was interviewed over the air by C K L B's Women's editor ... and did she give them an earful of CinemaScope, Stereophonic sound, wide screens, and naturally, THE ROBE! In addition, one of the station's top disc jocks devoted an entire program - on opening day, of course - to telling about the new marvel of the screen. Oh yes, nearly forgot ... the Regent received free plugs every morning during the engagement ...

An excellent three column picture of crowds waiting to get into the Reg. t, plus a good story appeared in the local Times-Gazette. Al made sure that his marquee with REGENT and THE ROBE played a conspicuous part - in pic and story.

All members of Oshawa's clergy were personally contacted, and several used THE ROBE as the subject of their weekly sermon, on the Sunday before opening day.

For STARS ARE SINGING, Al was successful in placing a two column scene on an off-theatre page. Four recordings of music from the picture were promoted from a local music store, and C K L B played them with numerous appropriate theatre plugs. The station also aired a full fifteen minute star interview, on their popular morning show "Listen Ladies".

X.X.X.X.X

CAPITOL - ST. KITTS

Vern had a couple of excellent windows on BAND WAGON in two of the better music stores in his city ... Good art, copy etc. C K T B used several of the musical selections, with appropriate theatre and attraction credits. LITTLE BOY LOST merited windows in a top sporting goodsstore and the leading men's wear store in the city.

A sudden switch in bookings tossed MOGAMBO at Vern, and even with the limited time at his disposal our boy came up with some pretty good windows and a couple of unusual and welcome newspaper breaks.

A huge sign dominated the window of Taylor's Dodge agency, with copy like this ... "Dodge trucks carried all of the equipment used during the production of MOGAMBO" ... Naturally lots of art and good copy for theatre, and playdates. The auto firm also gave Vern a good plug in the local Standard, playing up the same angle.

A good window in the C.N.E. office, tying in the fact that the stars of MOGAMBO travel via B.O.A.C. Another window in Barle's leather goods store. The sports column of the Standard carried a story on Grace Kelly, sister of a prominent localite who rows in the Henley contests each year.

TIVOLI - HAMILTON

And so THE ROBE went into its fifth week ... What to do? ... BUT ... HOW TO MARRY A MILLIONAIRE was getting pretty close, so ... James managed to fast talk the Turner Television outfit in Hamilton into using a seven inch cut of La Belle Monree ... pahdon me ... Mrs. Joseph Dimaggio ... in their quarter page ad in the Spectator. Naturally, liberal mention of the why's and wherefore's.

For PLUNDER IN THE SUN, which followed THE ROBE, Jim arranged two excellent windows, with the T.C.A. and Lucas Travel Agency ... Selling point? Naturally their Mexican deals, since that is the locale of James' attraction. A good two column scene on an off-theatre page.

X.X.X.X.X

BROADWAY - TIMMINS

Bob's making darn sure he's in line for those extra points for consistency ... and he and Jack Bridges are fighting tooth and nail for credits ... and that's good. Means that I get twice as much material from out Timmins way.

For his ONE TOO MANY date, Bob got hold of a very badly wrecked car and arranged with the local police to have it parked outside his theatre with copy "This driver had ONE TOO MANY etc." Caused quite a stir.

Now for TORCH SONG ... One of the town's most popular disc jocks went away for a week's vacation, and talked friend Robert into subbing for him ... and brother ... did he ever sub ... bet he'll never get that offer again. While pinch-hitting, Bob ran a "Most popular TORCH SINGER contest, naturally with nearly all the accent on his current flicker TORCH SONG. Lots of interest in the deal, lots of entrants, and lots of good publicity for the theatre.

Visitors to the Pavillion, Timmins' most popular nitery were surprised to see one table with a reserved sign on it ... copy ... "This table reserved for Miss Joan Crawford" ... They really believed it and were a little disappointed when the M.C. announced that he regretted that Miss Crawford was unable to attend, but that she could be seen in TORCH SONG at the Broadway. Where do you dream up these deals Bob? I like them. I might mention that during the evening the band featured many numbers from the picture, with appropriate credits ... Incidentally, the band leader happened to be the same disc jock whom Robert had relieved a few days earlier.

X.X.X.X.X

CENTURY - HAMILTON

Seems that Mel also has hold-over troubles ... and the best he could manage on his second week of SO BIG was a good scene on an off-theatre page, and of course his Community page deal.

The now famous Community Page going into its second year, and Mel's in there every week. Good publicity, and as nearly no-cost as it's possible to get.

ORPHEUM - SOO

The Italian pic LA SEPOLTA VIVA (Buried Alive) gave Olga a chance to promote some very valuable plugs over C H I C's very popular Sunday night feature, Pasquale's Varieties ... Good displays in three Italian stores with posters lettered in Italian, and good art ... Announcements in the Marconi Hall and the Verdi Organization. Every local citizen of Italian ancestry knew about Olga's attraction.

The Orpheum's entire front ... every bit of vitrolite, and there's plenty of it, was decorated to carry out the very fantastic theme of WAR OF THE WORLDS ... The best front I've seen in a long time ... Meteors, space men, space ships ... everything.

All of the Soo is looking for the Mystery Person ... in a city-wide contest sponsored by the local merchants, with the complete co-operation of the radio station. Did I say all of the Soo ... Well, nearly all ... Olga ain't ... She's it ... and is very pleased that she was selected as the subject of the hunt.

Clues are broadcast, and there are lots of pretty good prizes for the winner ... but to date, no one has even come close. Those clues about hunting and fishing must have thrown them off the track, as they don't even suspect that it can be a woman ... In the event that Olga is not identified by the end of the week, she is to speak over the air, and you can bet that we know what she's going to speak about ... BOTANY BAY is her next feature.

X.X.X.X.X

PARAMOUNT - PETERBORO

Art uses his radio quite extensively, and every once in a while C H E X really comes through with a deal ... On THE CADDY, the station featured twenty recordings by Dean Martin, direct from the sound track ... plenty of plugs. Jerry Lewis was also featured in a fifteen minute interview.

The Review and Lakefield News both printed a nice, two column story as an advance for THE ROBE ... Kist Good Deed Club still giving Art a goodly portion of their radio time, on their three weekly programs.

And now for THE ROBE ... Twenty one sheets, mounted of course, were placed in important locations in the entire Kawartha district ... within a twenty five mile radius of Peterboro ... The Examiner ran an excellent opening night editorial dealing with various aspects of 3-D including CinemaScope ... with mention of picture and theatre ... The opening day spread was truly a joy to behold ... A page and a half, over 3300 lines of space, taken by local merchants, congratulating Art on his CinemaScope opening. A banner headline CINEMASCOPE COMES TO PETERBORO tops a good pic of the new screen, and an interview with Art. On the opposite page is a good story on stereophonic sound.

The Empress Hotel, contrary to their policy, placed one of Art's terrific 40 x 60 displays smack in the middle of the main lobby. A vacant store had its window plastered with good art and copy ... The Review printed a front page photo of Art and an interview ... Same deal in Lakefield News ... Kist Good Deed Club still going strong ... Lots of extra plugs daily over C H E X.

CAPITOL - NORTH BAY

I was beginning to worry a little about our Robert ... BUT ... his material on THE ROBE just reached my desk ... and, brother, it's really sizzling.

A few days before opening, the Nugget - and a real toughie - came out with a brief story ... this was followed the next day with an excellent three column picture of his CinemaScope screen as compared to the normal one ... and on the day after he opened, a very good combination review and story ... Swell stuff, me boy.

Just to prove that his local merchants aren't mad at him Bob sends along tear sheets which are slightly terrific ... Pick-Fair Ladies' Wear contributed a fairly healthy portion of their 1550 line ad to CinemaScope and THE ROBE ... Not to be outdone, Reeco Ltd. gas appliance dealers, used the full three column pic of the screen which appeared as a news item in an earlier edition of the Nugget, as the centre spread of their own 840 line ad ... I guess that shamed the Nugget ... if that's possible - as I see another good three column pic of the projection booth, with our Robert, his sound engineer and one of the projectionists, readying the equipment and toying with the giant CinemaScope lens ... plus an excellent story on the deal ...

And that ain't all ... announcement cards - good ones - were placed in every room in North Bay's Empire hotel ... A good co-op deal with Chaudane Gas with an interchange of displays in the lobby and the store ... Good window displays at Bannon's Furniture, Hosken & Prested Radio and T.V., and Reeco Gas ... Display at the bus depot ... Display boards on all North Bay News Service trucks.

The principals of every public, separate and high school received personal letters which were followed up by phone calls. This resulted in many schools being dismissed early to give the students a chance to take in the four O'clock show ... Teachers also brought along whole classes from as far as thirty miles away. Every clergyman in the area was contacted, and many used THE ROBE as the subject of their Sunday sermons.

I'm sure I left out something ... but at that it ain't too bad ... This is a grand job of selling, Bob ... too bad you didn't have enough points in the previous three weeks to push you into this month's winners' circle ... BUT, there are still five months left. Hope I'll be seeing you up there.

X.X.X.XX

CAPITOL - GALT

Eddie has his troubles ... on top of everything else, his doorman has been hospitalized for a while, and Ed has to take tickets in addition to his other duties ... However, for REDHEADS FROM SEATTLE Eddie managed a good window tie-up with Connies' Music Centre ... based on music and recordings from the picture...

I have just heard that Eddie's brother passed away during the week. We're truly sorry Ed. Please accept the very sincere condolences of every member of our BALLYHOO family.

SENECA - NIAGARA FALLS

In advance of his MARTIN LUTHER date, Jack was able to place a good scene on the church page of the local daily ... Another scene on an off-theatre page. For MOGAMBO, a specially designed display in a good down town window.

X.X.X.X.X

ALGOMA - SOO

Norm had a life-size standee made up, of a down-at-the-mouth G.I. holding a very cleverly worded, and very humorous sign ballying TAKE THE HIGH GROUND ... This was used on the sidewalk in front of the theatre during the run. An excellent window was arranged with a local ladies' wear store, tying in their new shirt blouses with those worn by the stars in the feature. A similar deal was made with a local beauty salon ... naturally comparing hair styles.

X.X.X.X.X

CAPITOL - PETERBORO

I'm afraid our Leonard's slipping a little ... hope the prizes he knocked off in our last contest haven't spoiled him. So far I have nothing for the last week in January, so you're out the 1,000 point bonus ...

In his entry for the third week, Len tells us of a very effective tie-up with the local travel agency on FLIGHT TO TANGIERS. The overseas travel theme was used, and Len wound up with a good window. A good two column scene on an off-theatre page of both the local Review and the Lakefield News.

For the first musical Len has played in quite some time, ABOUT FACE, C H E X co-operated with music from the feature, plus many good plugs - free.

Correction - Just received Len's entry --- You just made it, boy, but it will be reported in a later issue.

X.X.X.X.X

ROYAL - GUELPH

Well, F.G. is off for Winnipeg with his reserve unit, for a week's manoeuvres ... and I have his promise - in writing - that on his return he'll sweep those cobwebs away and really start swingin' ... I hope so, Ted ... You certainly haven't been setting the world on fire so far in our contest...

Aside from his "I SAW" deal and scene on an off-theatre page, Ted hasn't been contributing much ... However, in this week's offering he nearly makes up for it ... I see an excellent five column story, with a picture of Ted in the local Mercury, headed - "Royal theatre in forefront as modern theatre" ... Well... it's a good start ... Now let's really get down to work.

X.X.X.X.X

PALACE - GUELPH

I'm afraid I'm not too happy with our Herbert's contributions to these columns and this contest lately ... that makes two Guelphites (or is it Guelphians ...?) who'd better start doing a little scratching or something ... The strange thing is that in our last drive, both Ted and Herb were right in there with the top scorers ... WA HOPPENED?

All I see from Herb ... apart from the normal daily routine selling, are a few scenes on off-theatre pages in the Mercury ... and a few radio plugs. He did arrange for the local Lions to make their safety awards from his stage ... I don't know whether that sells tickets, or is just a convenience for the service club ... Don't see any mention of the theatre or attraction in the newspaper stories ...

Come on Herb ... how about some of that elbow grease you used so well in the past? We'll even go for a little banana oil ... BUT ... give something ...

X.X.X.X.X

VICTORY - TIMMINS

I have so much stuff from Jack Bridges that I'm afraid I'm going to have to use the old scissors, and condense it a bit, or I'll be here until a week from next April ... You're really cookin' Jack ... and it's beginning to look like you guys in Timmins are going to make it awfully tough for the boys in the old banana belt ... and that's good ... because maybe they'll get mad and start giving you a run for your money ... or theirs?

To get back to Jack's entries in the third and fourth weeks of January ... Both the French and English radio stations have been giving Jack quite a build up on nearly all attractions. This includes, AFFAIRS OF DOBIE GILLIS, BLOWING WILD, and even a French one-nighter, DEUX AMOURS ... Tunes from the pictures are played on many programs, with good theatre and pic credits.

The local daily came through with two good stories on BLOWING WILD ... Jack arranged a good window tie-up with a local drug store ... Art and copy from the picture, also, as the basis for the deal, a large centre card with copy reading ... "Men, if you have trouble with your hair BLOWING WILD, try some of these nationally advertised products etc". A very attractive window.

In connection with the Frigidaire Amateur Show, which we mentioned in a previous issue, Jack got an even dozen free spots during the week, mentioning the amateur show, and his current feature ALL THE BROTHERS WERE VALIANT. On the program itself, broadcast from his stage every Friday night, plenty of good chatter about current and coming attractions.

The Smart Set Dress Shoppe co-operated with Jack in sponsoring a contest on VALIANT ... the theme, "Guess the date of Anne Blythe's recent marriage" ... The store handed out entry blanks, publicized the event for one full week on their regular fifteen minute radio program, and dressed two full windows with stills and displays from the attraction. Results were good,

VICTORY - TIMMINS (continued)

and theatre and merchant both happy ... For DEVIL'S CANYON, Jack arranged to place a Viewmaster 3-D preview box in a stationery store next door to the bus terminal, for one full week in advance. Brunette's Taxi Company sponsor a very popular Western program over C K G B nightly ... Jack went to work on them, and wound up with a Western tune and a picture plug every night during the run.

A good story on the District Page of the local daily, with good plugs for both DEVIL'S CANYON, and an unusual short, MOTOR RHYTHM. In connection with the latter, Jack wrote personal letters to all garage men in town, suggesting that they and their staffs would enjoy this subject, which follows the assembly of a car all along the line to the finished product ... Many of the firms posted the letters on their bulletin boards.

In addition to the above, Jack managed to place scenes on his attractions on good, off-theatre pages. That's kind of trimming you Jack ... but I think our lads got the idea. Keep up the good work, and please ... don't let the material accumulate ... Let's have it every week, huh?

X.X.X.X.X

Well, that looks like it gang ... Some of your stuff is extremely good, but I'm sorry to say, some look awfully weak ... and simply suggest lack of effort. If you can prove otherwise, I'm always ready to give a listen. Try me.

X.X.X.X.X

The January 30th edition of S.T.R. and HERALD have just reached my desk, and I'm pleased to see that Len Gouin got himself a story in S.T.R. and Olga Sharabura and Nell Jolley wound up with good mention in the HERALD. I wonder what would happen if I opened my trade magazines some week and found EVERY ONE of you listed in one or another? Guess I can take it ... Try it and see. Incidentally, just noticed that Jack Bridges capped a citation in the fourth quarter ... Congratulations fellows.

X.X.X.X.X

I'll sign off now ... and I'll bet that's good news to some of you, what? Let's get into the swim - all of us - and start really BALLYHOOIN' for all we're worth. It's a habit, fellows, and one very easily developed ... So, how about doing a little developing?

X.X.X.X.X

So long, and - I'll be seein' you.

D.E.K.